



Approved
Audits/Applications
committee 9/29/08

Approval Requested:

XX Final

Preliminary

ORGANIZATION NAME Flathead CVB
PROJECT NAME Glacier Country Co-op: Meeting Planner Gifts
APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
DATE SUBMITTED October 16, 2008

Project Overview

The Flathead CVB would like to use \$200 from our Joint Ventures Budget to participate as a co-op partner in the purchase of gifts for meeting planners that Glacier Country will be meeting with in Minneapolis & St. Louis.

From the Glacier Country Project Application: In a continued effort to increase awareness of western Montana as a meetings destination, the Glacier Country Executive Director or Marketing Manager will visit meeting planners in the Minneapolis and St. Louis area. Two of the top three meeting planning companies are headquartered in Minneapolis; Business Incentives (BI) and Carlson Marketing Group (CMG). The third top meeting planning company is located in St. Louis; Maritz. We will schedule informational presentations with these companies. This will be our fourth year visiting with the two in Minneapolis and our first in St. Louis. We believe that repeated exposure will help book business in Glacier Country. A catered breakfast, lunch or break (depending on timing) will be used to encourage attendance by meeting and sales planners. Glacier Country will use this time to educate planners about all western Montana has to offer to a meeting, convention, or incentive group.

A small leave behind item will be given to each attendee to serve as a reminder of Glacier Country.

Steamer Trunk	\$15.00
Golf Balls (all balls are being donated by the FVCA)	\$0.00
Huckleberry Preserves (discount off of retail)	\$2.35
Moose Drool Bottle Opener	\$5.00
Mission Mountain Wine Opener	\$3.00
Postcards w/ Stamps (Q=4)	\$2.48
Evening in Missoula Teas (6 tea bags) (discount off of retail)	\$1.00
Spa Soaps (all soaps are being donated)	\$0.00
Mission Mountain Band 2-Disc CD (way discounted off of retail)	\$13.00
TOTAL \$41.83 x 36 = 1,505.88	

Project Objectives

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

These objectives support the following marketing goals:

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers.
- Increase return visitation.

Support of the FCVB Marketing Plan

The Flathead Valley will be represented in the presentations made by Glacier Country to these meeting planners. Meetings and Conventions are a primary group target market.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.2.1: Coordinate Advertising to Maximize State, Regional & Private Return on Investment
- A.6.1: Refine Montana's Niche and "Brand" in the Meeting/Convention Market; Determine Feasibility of Enhanced Meeting & Convention Facilities

Method of Project Evaluation

Quantifiable lead generation

Budget

Joint Ventures \$200

Total Budget **\$200**

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